CHARGE NUMBER: 2100

PROJECT TITLE: NEW PRODUCT DEVELOPMENT

PROJECT LEADER: P. N. GAUVIN

PERIOD COVERED: March 1-31, 1977

I. NEW PRODUCTS

A. 5 mg Candidate

VP testing of two new 5 mg candidates using the Merit blend with modified casing and after-cut flavors (CFU and CFW blends) versus Kent Golden Lights was completed. Both candidates were tested with cork and white tippings. The CFU blend candidate with cork tipping was equal in preference to Kent Golden Lights (identified). At present, additional 5 mg candidates have been made and are awaiting VP testing versus unidentified Merit 85s. The best candidate(s) from VP testing will be HTI tested as soon as possible.

Currently, the 5 mg program is divided into three areas. These include (1) a possible Parliament Lights candidate, (2) a free-standing candidate and, (3) a 5 mg candidate with miniumum gas phase delivery. All three areas are actively being pursued.

Various modifications to a 5 mg candidate are under investigation to improve the marketing image. The most promising modifications include fermented tobaccos in the blend, slim circumference, and a Filtrona "Gear" filter. These approaches are being evaluated internally and VP testing will follow, if warranted.

A 5 mg menthol candidate is under development. In addition, 5 mg, 100 mm models, Slim and standard circumference, have been assembled. These candidates will be VP tested once the appropriate flavor system is indicated from VP testing of the 85 mm candidate.

B. Modified Parliament 100 "H"

A Parliament 100 "H" with a reduced carbon loading (40 mg) has been approved for shipment to HTI testing versus the current production Parliament 100.

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Source: https://www.industrydocuments.ucsf.edu/docs/jjxm0000

II. SMOKER SIMULATOR STUDIES

A product study of the Merit Menthol 100 versus the B&H Menthol 100 and Kool was completed. Smokers apparently were influenced by the dilution and the lower RTD of the Merit. These two design parameters caused increased puff volumes and maximum flow rates for the Merit versus the B&H and Kool. Based on nine puffs, the Merit was 10% lower in tar than the B&H but equal in tar to the Kool.

A new panel is being selected for repeated use in basic studies. Ten R&D smokers representing seven Philip Morris brands have smoked on recorders and saved butts from their regular cigarettes over a one week period. Butts are being examined for length and nicotine residue to further examine possible differences in smoking profiles on and off the recorders.

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